

Samuel Mayor

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EXPERIENCE

Content Management Feeltourist | Nov '19 - Present | Gran Canaria, Spain

- Re-designed and creation of company's videos for every product.
- Content Creation for more than 150 hotels.
- Digital Marketing tools, Google Analytics, Google Tags

E-commerce Digital Marketing Analyst - thinkIN | Feb '19 - Oct '19 | Tenerife, Spain

- Managed SEM Campaigns, branded, remarketing and display.
- On-page, off page SEO and study research.
- Email Marketing management
- Website management
- Strategic proposal support

Communications Manager SOLS 24/7 | Apr '17 - Aug '18 | Malaysia

- Led the videography Strategy for [SOLS 24/7](#) programs. With a strong focus on the nationwide programs [BIIM](#) & [Actyvate](#), sponsored by the Malaysian Ministry of Finance, the team produced and edited more than 50 videos.
- Re-designed the organization HR recruitment system. To date, the strategy has produced an increment of 30% for the application volume and an increase of 200% for paid traffic. Tasks included: re-designing the career webpage, researching and implementing effective CRM systems, elaborating strategies for Google Ads Account for non-profit.
- Developed in Wordpress a crowdfunding platform for the program [Actyvate](#). Tasks included designing User Experience and workflow of the site. Within the first 3 months of the project, the team raised more than RM 7 Million and fully funded 150 community projects.
- Organized the launch and closing ceremony of the [BIIM](#) program. Guests included the Malaysian Secretary of Treasury and other government officers.
- Organized two [BIIM](#) promotional events, with guests including the Malaysian Prime Minister and the Deputy Prime Minister.

Communications Professional Placement SOLS 24/7 | Sep '16 - Mar '17 | Malaysia

- Crew member of the Climate Reality Change Malaysian [Episode](#) (Funded by Al Gore) and Coordinator of the [Behind the scenes video](#).
- Filmed and Edited 52 English [Lessons](#) for the Language learning application SOLS Edu.

Founder & Director International Boat of Culture Festival | Apr '15 - Jun '16 | Poland

- Received the award for Best Cultural Initiative by Point of Lodz 2016.
- Established and managed a partnership agreement with Nordea (2015)
- Established and managed a partnership agreement with Fujitsu & BSH (2016)
- Coordinated a team of 30 people
- Developed the festival [website](#)
- Developed and implemented the social media and visual strategy, resulting in a total of 3000 participants engaged in 2016

EDUCATION

University of Las Palmas de Gran Canaria

Bachelor of Science in Computer Engineering 2003-2010

SKILLS

- Premiere
- After Effects
- SEO
- Web design
- CRM

REFERENCES

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EXPERIENCE

Data Analyst Infosys | Apr '15 - Jun '16 | Poland

- Responsible for the client support of 8 factories located in the Latin American market.
- Analyzed and checked data entry,
- Produced proposals for improving data entry.

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